

SMART-EVALUATION OF ECONOMIC DECISIONS COMPLEXES OF THE ENTERPRISE

Larka L.S.

National Technical University «Kharkiv Polytechnic Institute», Kharkiv

Planning a set of economic decisions that influence on the level of investment attractiveness of the company should begin with an analysis of the compliance of this complex of enterprise development strategy [1].

An actual problem of research is the definition of methodological tools for determining the conformity of complexes of business decisions to the general strategy of enterprise development. In this situation it is quite effective to apply the SMART-evaluation technology, which allows us to determine the feasibility of implementing separate sets of economic decisions.

The main areas of analysis according to SMART technology are:

1) S – Specific (uniqueness). The purpose should be described in simple words, in order to understand the uniqueness of the complex of economic decisions.

2) M – Measurable (measurement capability). The goal should be quantified. It is necessary to specify the main parameters of the planned result in order to ensure that during the implementation of the complex of decisions it was possible to control the process of achieving the result.

3) A – Appropriate (relevance). The purpose of the project should be relevant and consistent with the strategic goals and prospects of the organization.

4) R – Realistic (realism). Realistic purpose means the real possibility of achieving the goal with the resources available in the organization and technological progress.

5) T – Time bound. Goal specifies time limits.

The goal is a vivid vector of development that promotes the positioning of an enterprise in the relevant market segment as an effective organization that successfully combines mission, goals, strategy and tactic receives positive results on the basis of economic activity. The right goal must stimulate the development of the enterprise in all its multifaceted aspects. Within the framework of SMART technology, goal accuracy is reflected through its characteristics [2].

It should be noted that in order to increase the level of validity of complexes of business solutions, SMART-evaluation should be applied at the main levels of strategy development: corporate, business strategy, functional and operational strategies.

References:

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